



Joint Base Pearl Harbor-Hickam Facebook Insights

Monthly Analytics Report Feb 2015

<http://www.facebook.com/JointBasePearlHarborHickam>


Compiled by: Joint Base Pearl Harbor-Hickam Public Affairs (Updated: 3/3/15)



Most Reached Facebook Posts

(2/10) Daily fact featuring Dorie Miller #BlackHistoryMonth: **13,536 people reached**


Post Details

**Joint Base Pearl Harbor Hickam**
February 10 at 11:49am · Edited ·

Daily fact in observance of Black History Month:
Did you know...

Doris "Dorie" Miller was enlisted in the Navy in 1939 as a mess attendant and worked his way up to cook. While serving aboard USS West Virginia, he became the ship's heavyweight boxing champion. Miller distinguished himself by courageous conduct and devotion to duty during the Japanese attack on Pearl Harbor when he carried injured Sailors to safety then manned a machine gun until he ran out of ammunition and wa...

[See More](#)



Miller, Doris

Doris ("Dorie") Miller was born in Waco, Texas, on 12 October 1919. He enlisted in the Navy in September 1939 as a Mess Attendant Third Class. On 7 December 1941, while serving aboard USS West Virginia (BB-48), he distinguished himself...

HISTORY.NAVY.MIL

13,536 people reached

Like · Comment · Share · 599 22 142

[Boost Post](#)

Reported stats may be delayed from what appears on posts

13,536 People Reached

945 Likes, Comments & Shares

| | | |
|-----------------------|-----------------------|-------------------------|
| 738 Likes | 599 On Post | 139 On Shares |
| 55 Comments | 29 On Post | 26 On Shares |
| 152 Shares | 142 On Post | 10 On Shares |

151 Post Clicks

| | | |
|-------------------------|---------------------------|--------------------------|
| 0 Photo Views | 151 Link Clicks | 0 Other Clicks |
|-------------------------|---------------------------|--------------------------|

NEGATIVE FEEDBACK

| | |
|-------------------------|-------------------------|
| 3 Hide Post | 1 Hide All Posts |
| 0 Report as Spam | 0 Unlike Page |

Other Top Posts:

- (2/23) USO Spring Troop Visit flier: **12,728 people reached**
- (2/13) President's Day 21-Gun Salute: **12,040 people reached**
- (2/13) USS Makin Island visits JBPHH photos: **12,036 people reached**



Most Engaged Facebook Posts

(People who have liked, commented or shared JBPHH FB posts)





(2/13) USS Makin Island visits JBPHH photos: 5,208 Post Clicks; 603 Likes, 10 Comments & 87 Shares

Post Details

Reported stats may be delayed from what appears on posts

Joint Base Pearl Harbor Hickam added 13 new photos to the album: USS Makin Island (LHD 8) visits JBPHH — with Scott Weaver and 3 others.
February 13 at 12:44pm

High resolution photos are available to download on Navy Region Hawaii Flickr at <https://www.flickr.com/photos/navyregionhawaii/sets/72157650796366461/>



12,036 people reached

Boost Post

Like · Comment · Share · 603 9 87

12,036 People Reached

700 Likes, Comments & Shares

| | | |
|-----------------------|-----------------------|-----------------------|
| 603 Likes | 603 On Post | 0 On Shares |
| 10 Comments | 10 On Post | 0 On Shares |
| 87 Shares | 87 On Post | 0 On Shares |

5,208 Post Clicks

| | | |
|-----------------------------|--------------------------|------------------------------|
| 3,237 Photo Views | 46 Link Clicks | 1,925 Other Clicks |
|-----------------------------|--------------------------|------------------------------|

NEGATIVE FEEDBACK

| | |
|-------------------------|-------------------------|
| 3 Hide Post | 0 Hide All Posts |
| 0 Report as Spam | 1 Unlike Page |

Other posts:

(2/26) JBPHH Guided Boat Tours:

2,385 Post Clicks; 258 Likes, 7 Comments & 20 Shares

(2/17) USS Paul Hamilton deploys photos:

2,204 Post Clicks; 192 Likes & 12 Comments

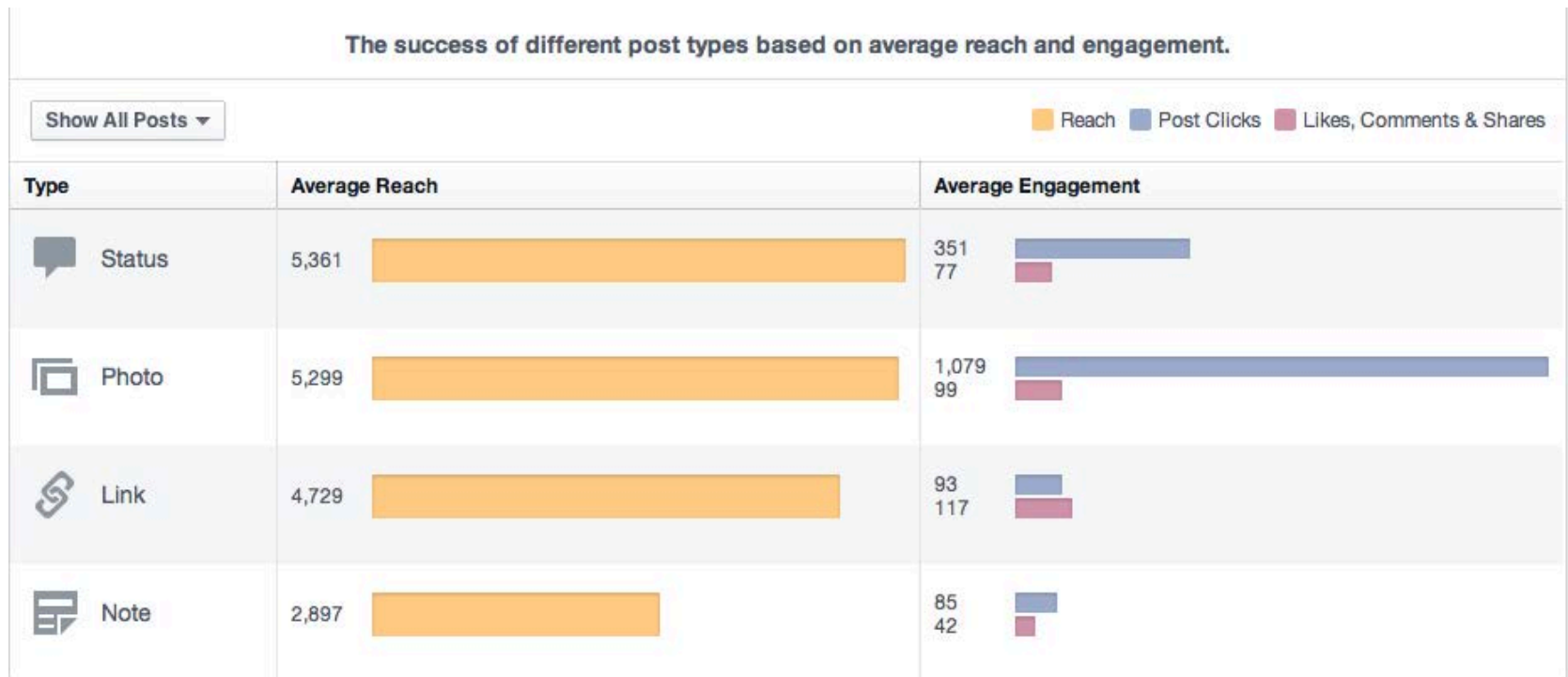
(2/3) Lady Paniolos vs. Wahine Koa photos:

1,648 Post Clicks; 98 Likes, 21 Comments & 2 Shares



Post Types

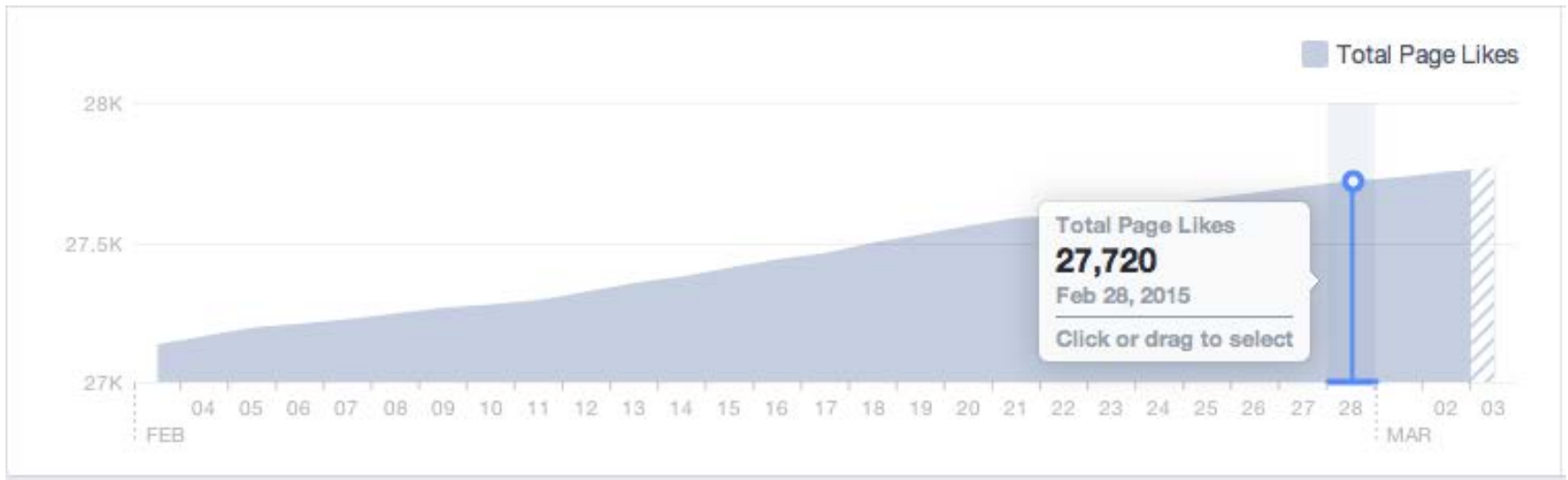
The success of different post types based on average reach and engagement.





Total Page Likes – 27,720

The total page likes based on the recorded data ending Feb. 28, 2015.



* JBPHH Facebook increased its fan base by 644 fans from last month with a previous number of 27,076.



Audience

Fans reached based on Demographics, Age & Gender



Top 10 Country Locations Reached

- USA (Top States - HI, CA, TX, DC, NV) – 20,464
- Philippines – 1,307
- Brazil – 519
- India – 344
- Japan – 319
- Italy – 257
- Australia – 223
- United Kingdom – 221
- Germany – 216
- Mexico – 194